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work Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. ERANG MADEM **Application Number** 10/648,069 TRANSMITTAL Filing Date 08/26/2003 **FORM** First Named Inventor Atluri Art Unit 3611 (to be used for all correspondence after initial filing) **Examiner Name** Silbermann, Joanne Attorney Docket Number NAI001 18 Total Number of Pages in This Submission ENCL OSLIBES

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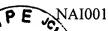
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Neelima Atluri Examiner: Silbermann, Joanne

5 Serial No.: 10/648,069 Group Art Unit: 3611

Filed: 08/26/2003 Our Ref: NAI001

For: "ILLUSTRATIVE DRUG CARD"

RE: RESPONSE

Hon. Assistant Commissioner of Patents and Trademarks

Washington, D.C. 20231

Dear Examiner:

In response to the Office Action dated July 7, 2004, having a shortened-statutory response period extending through and including October 7, 2004, the Applicant respectfully requests that the Examiner consider the following remarks. All remarks

20 herein are made without prejudice.

This application has been carefully reviewed in light of the Office Action of July 7, 2004, wherein:

- A. The drawings were objected to because trademarks and trade names should not be used;
- B. Claims 1, 2, 5, 6 and 8-11 were rejected under 35 U.S.C. 102(b) as being anticipated by Schutten (U.S. 6,575,297);
 - C. Claims 4, 7, 12, and 14-21 were rejected under 35 U.S.C. 103(a) as being unpatentable over Shutten;
 - D. Claims 3, 23-20 and 32-39 were rejected under 35 U.S.C. 103(a) as being unpatentable over Schutten as applied to Claim 1, and further in view of Stern (U.S. 4,310,978);

5

- E. Claims 13 and 22 were rejected under 35 U.S.C. 103(a) as being unpatentable over Schutten as applied to Claim 1, and further in view of Will (U.S. 4,593,819); and
- F. Claims 31 and 40 were rejected under 35 U.S.C. 103(a) as being unpatentable over Shutten as applied to Claim 1, and in further view of Stern and Will.